



"Princess Mary"

"PRINCESS MARY" MAKES DEBUT ON NATIONAL
MOVIE CIRCUIT

"Princess Mary" is no longer ours alone. Through her spectacular debut before the movie audiences of Boston she has met—and won the hearts of—thousands of women. "Princess Mary" has become a "star". She has shared stage honors with Mae Murray, Theda Bara, Viola Dana, Virginia Pearson and other leaders of Filmdom. She has won the approval of these queens of the silent stage, and their audiences as well. It all happened this way:

March 13th, 14th and 15th Marcus Loew opened his new State Theatre, on Massachusetts Avenue, Boston. The State is New England's finest and largest moving picture house. Mr. Loew wished to make its opening a *worthy* opening; one that would long be remembered in the theatrical world. Accordingly, he invited forty famous moving picture stars—actors and actresses—to visit Boston and be present at the opening.

You have read very likely in the papers of what happened. Boston's movie fans gave them a welcome the like of which none of the picture people had ever witnessed or experienced. The governor received them, the mayor received them—and the public *went to them*. Nothing like it has been seen since the doughboys dropped back from France.

Monday and Tuesday, at the afternoon and evening performances, the entire group of forty film favorites appeared on the stage of the State Theatre and were introduced to the clamorous crowds.

And here enters "Princess Mary!" A mesh bag of our newest design had been given Mae Murray and Theda Bara, and "Princess Mary" accompanied each of these peerless picture queens as she was introduced to the applauding thousands. And "Princess Mary" did more than merely accompany! "Princess Mary" played a part.

When Mae Murray was introduced at each performance, comment was made by Niles Granlund, Publicity Manager of Loew's Theatres, on her beautiful mesh bag. And Miss Murray told each audience that she adored her "Whiting & Davis 'Princess Mary' Mesh Bag"—and she displayed it to the admiration and envy of thousands of women.

"Princess Mary" was also passed among the group of stars on the stage for admiring comment.

No other product was advertised or featured in any manner during the three days of the gigantic jubilee. And seldom, if ever before, has such publicity been given a product in the unusual, highly dramatic manner which introduced "Princess Mary" to the Boston movie world.

Miss Murray and Miss Bara were given the mesh bags they carried and these bags have already proven their value as "go-getters" of business.

Moving pictures of the two actresses were taken, displaying the "Princess Mary" in attractive poses. These pictures were shown throughout the entire Loew theatre circuit during

Cont'd on Page 3 Col.1

Bag Topics

Vacation Time

A Boon To Motorists

Dresses—No Pockets

Distribution—Mesh Bags

— BY HARRY B. ROWAN —

Now comes the Spring Vacation after a winter spent in the factory making mesh bags. Many will take advantage this time to relax and visit home, loved ones, and friends.

Have you ever stopped to think just what a vacation does for you. The principle thing it gives you is different thoughts, it takes you away from your work and on up to the height where you can see things clearer, where the little petty things that were irritating are glossed over, and blotted out leaving only the beautiful picture of your field in which you labor.

Try to bring back with you when vacation is over something of the feeling one has when attempting the job you know is worthy of the best that is in you, and determine to make good.

* * *

Richard Berkley with a mind ever striving to find additional uses for the mesh he produces for the W. & D. Co. has apparently hit upon a good idea.

Motorist and Garagemen are interested in the "Blow Out Patch" he has constructed, it was shown to thousands at the Boston Auto Show two weeks ago.

Using metal mesh between the fabric layers and vulcanizing it so that it makes for a re-inforced construction, his blow out patch will give hundreds of miles of service. For results—keep at it.

* * *

"Paris Dressmakers" are pleased to turn out their "Creations" without pockets.

Ladies accept these as "Stylish" and so a demand for bags is created. It is safe to say that right now more bags are being carried than ever be-

TURN OVER

Wadco News

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by Employees of Whiting & Davis Co.
Plainville, Mass.

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Erwin Sylvia	Tool Dept.
Frank Brown	Bench Dept.

COMMERCIAL PRESS-PRINTERS

BAG TOPICS

Continued

fore, in fact it has become a craze with many to harmonize bag and dress for different occasions.

* * *

If it were possible for people to see our entire line of Mesh Bags greater sales and enthusiasm would accrue. Of course the Buyer sees many of them, but the consumer whom we are trying to interest does not see *all*, on the contrary he only sees what the buyer has picked out for his approval. But this is now being attended to by national advertising placed in the proper channels showing cuts of the new bags as they come out.

GOOD ADVICE

Don't buy anything you have no need for.

Don't buy more than you need.

Don't buy anything you can't afford.

Don't save one week and spend all of your savings the next week.

Save when you have a chance.

Save for your necessities.

Saving, like spending, gets to be a habit. Easy spent pennies get to be wasted dollars.

Learn to save when you are young, it becomes a habit when you are old.

When once you have acquired the real saving habit it is fixed for all time.

Many a nail can be straightened out for future use.

CONDITIONS

Conditions have improved in several basic industries. Better outlook for trade in the coming months.

Lack of forward orders has made it difficult to plan policies far in advance in many industries.

U. S. Steel Corporation is showing more activity in a business way. This applies to the Independents also.

Building as compared with last year is in much larger volume.

NO HARD TIMES AROUND THIS FACTORY

By O. J. Mitchell

Mitchell & Co., Ingersoll
Clipping from "Industrial Canada."

I am glad to see that you are taking up a campaign against the cry of hard times. If we want hard times, all we need to do is cry hard times and they will surely come. Now as for myself, I couldn't very well cry hard times when we are real busy. I have a lot of customers who think prices of my product must come down, but I manage to convince them that they must go up, and not down, and I can easily explain.

We worked steady the last two years, never a slack moment, and we have been steady all winter and now is the time we take our orders so that I can't see anything but another busy year. It perhaps is only fair to say that I have what the parties want, but here is one thing I do. I was 72 years old on the 28th day of February and of course I am a young man and I don't sit down and wait. I take some good trips and I believe it keeps me on my feet and keeps me in touch with conditions outside of my own narrow business.

I went out last week, gone three days, fetched home orders for \$3,200 worth of business, and found everyone glad to see me, and of course, they won't believe that I am 72 years old, but old or young I get the orders when I go after them and I find it makes my traveller sit up and take notice. He can't hand me anything about hard times, I know all he knows, and, for a young lad like me, sometimes I believe I know more. I take the trouble to find out.

Now, I didn't finish that trip. It was 22 to 30 below zero and, although very young, I caught a bad cold and of course, got a trifle used up and came home. Now, I really believe had I not caught that cold, I could have closed as much more, but I find one must feel well to be at his best and I came home. But don't make any mistake. I am going back after them orders if the Lord lets me live long enough.

The writer has his mind on a young man, a trifle over half my age. He sits in his office, smokes until he is black in the face and depends on his travellers who are selling on commission. The goods are too dear, the travellers tell him so, but he tries to argue the travellers out of it. They carry several lines and sell those that are the best value and keep the

others to offer where they get a customer that don't know. If this gent would chase himself out and find out the conditions, he would know where he is at. *I think all manufacturers should take a trip: it puts them wise and keeps them on their feet and on their feed.*

FACTS

Persia has no old maids.

Shipwrecks in the Baltic Sea average one for every day in the year.

Bread is the daily food of less than one-third of the world's population.

Banknotes are said to have been used in China nearly 5,000 years ago.

By turning out the toes, you throw the weight of the body on the instep, with bad effects.

Women pass through mental changes at the ages of twenty-eight, thirty-five, and forty-five.

Wireless waves all travel at the same speed, regardless of their separate lengths.

The record distance walked in one hour was 8 miles 438 yards by G. E. Larner, in 1905.

Income tax in the U. S. A. which is very low on small incomes, rises as high as 73 per cent. on the largest incomes.

The Salvation Army has 26,181 bandmen, 751 day schools, and 41 naval and military schools scattered all over the world.

PRESERVATION OF BELTS

In a well covered iron vessel beat at a temperature of 50°C (152°F) one part by weight of caoutchouc, cut in small pieces, with one part by weight of rectified turpentine.

When the caoutchouc is dissolved add 0.8 part of colophony, stir until this is dissolved, and add to the mixture 0.1 part of yellow wax. Into another vessel of suitable size pour 3 parts of fish oil, add 1 part of tallow, and heat the mixture until the tallow is melted, then pour on the contents of the first vessel, constantly stirring.—an operation to be continued until the matter is cooled and congealed.

The grease is to be rubbed on the inside of the belts from time to time while they are in use. The belts run easily and do not slip. The grease may also serve for improving old belts.

Gene Manchester had a most wonderful time at the Athletic Association dance March 17th. But it wasn't on the floor. They wouldn't let him on.

NATURE'S MEDICINE

It is now known that scurvy is caused by being deprived of fresh vegetable food, but even people so situated that vegetables are beyond their reach need fear nothing so long as they have plenty of lime juice.

It was the importation of the lime from the West Indies into Europe that killed scurvy. All ships likely to be a long time at sea have to carry lime-juice and to allow the men a certain amount.

Indeed, on a whaling ship, or a sealer, the skipper generally sees to it, personally, that each man takes his "whaek" daily.

The lime, which is a small kind of lemon, is medicinally the most valuable fruit in existence. It not only prevents scurvy, but, if taken in time, cures it; and it will also cure many forms of blood-poisoning, if taken in sufficient quantities.

As many as twenty limes a day are sometimes prescribed, and the cures effected are amazing.

PRINCESS MARY MAKES DEBUT

Cont'd from Page 1 Col. 2

the week of March 20th—130 theatres—accompanied by a title flashed on the screen stating that "Miss Mae Murray Carries a Whiting & Davis Mesh Bag."

Figuring that the average attendance per theatre at each show is 1,000—a very low estimate for the 130 theatres—and figuring only two shows a day—another low figure—would give us for the week the brain-reeling (no pun intended) total of 1,560,000 persons with whom we must now share our admiration of the grace and beauty of "Princess Mary".

Wouldn't it be interesting to know who worked on the bags which Mae Murray and Theda Bara now prize so highly? Perhaps *you* did! Certainly there is added interest and increased incentive to all of us in the knowledge that Whiting & Davis has become an institution with national recognition. Mesh bags cease to be merely "mesh bags" in the caressing hands of a beautiful woman. They give to and partake of the grace and charm that win fame and fortune.

And so we share willingly the admiration of "Princess Mary" which has been so suddenly and prodigiously thrust upon her, knowing that in beauty of design, in gleaming silken-textured mesh, she is well worthy the companionship and adoration of *any* woman.



FREDA JACQUES

We appreciate this opportunity to make you acquainted with another one of our girls. This young lady who is dressed for athletics came to work for the Whiting & Davis Co., about nine months ago in the Planning Dept. She likes dancing immensely and keeps up communication with Lowell, her former home through a young man in a Ford Coupe. Rumor has it that lace curtains hang therein! Anyway, Freda sure is a popular girl and the fellow is mighty lucky.

CARD OF THANKS

We, the undersigned, wish to extend our sincere thanks and appreciation for the many tokens of love and sympathy during the illness and death of our father.

Martha Pierce,
Nellie Pierce.

Robert Austin held the lucky number in the American Legion Drawing for the Ford auto. Bob took the money though, for rumor has it that he is looking over furniture catalogs. Congratulations, Bob.

Bill Sweet at the W. & D. dance gave the impression he was *sweet sixteen* again. Some dancing. He sure is there.

Tom Tierney was on to New York recently to visit his son who is sick in a hospital with appendicitis.

Attendance at the Restaurant is very good.

WHAT AMBITION MEANS

Ambition means the desire for something better and finer in your life.

Ambition means aspiration; that you are visioning the heights and intend to climb them.

Ambition means that you have forethought; that you are not afraid of planting a tree although you know you may never eat its fruit or sit in its shade.

It means that you are not lazy; that you will push on and up when you are inclined to lie down or stop work.

Ambition finds time for self-improvement in the spare hours.

It makes you leave your comfortable bed in the morning when you would like to turn over and take another nap.

Ambition encourages you to choose good friends and companions.

Ambition knows no discouragement.

FOOTBALLS MADE OF STRAW

Eighteenth-century sportsmen would have been strong in their condemnation of the footballs we used nowadays. They would have said that such "bags of wind" were fit only for old men and children. That is because footballers in those days preferred more solid. Their footballs were made of straw plaited into rope, which, after being looped and bundled into a ball, was kicked about in water until it acquired a perfect hardness.

This type of football was favoured when the sport was in its infancy, and when sometime later, the leather ball was introduced, it was stuffed hard with horsehair. Even this was regarded by the straw ball exponents as an effeminate concession to tender feet.

John Jedlinski, of the tool room, has taken a position in North Attleboro.



OUR GIRLS

WHIST PLAYERS, ATTENTION

The girls of the Office hereby issue their defy to the male members who play whist. Let it come quick.

The office employees had a jolly St. Patrick's Party in the afternoon. Gene was master of ceremonies. A duet was rendered by H. Lauphler and Ed Manchester. C. Kershaw gave a heart gripping rendition of the "Boy on the Burning Deck." A Clog and Shuffle done by Gene and John was received fairly well. The Irish Reel by Rita and Walter took those present off their feet. The affair was voted a huge success.

Ed. Osterholm is entitled to be called papa. Robert Edward, 8lbs, doing well. Question: Where are the cigars?

Louis Entwistle and wife are contemplating a trip to England in the near future.



Meet Miss Ruby Burton, the Wadco official stenographer. Many times we have imposed on this young lady's good nature in bringing her copy which must be rushed. Of course she always gets it done for which we are greatly indebted. Miss Burton has been with the concern two years and is one popular member of the office force. During Nurse Cote's recent illness Miss Burton substituted in the Hospital.

Walter Rankin certainly is of the chosen ones. Remember the auto accident? Well, he got a settlement already.

The Athletic Association treasury is in a more healthful state. There is considerably over a hundred dollars in it.

Messrs. Berkley and Rowan demonstrated the Berkley Blow-Out Patch at the Auto Show in Boston. Much favorable comment was heard about it.

Henry Desantelle is being congratulated by fellow employees on his recent election to the Sewer Board of North Attleboro.



FRANK GADDES
PRESIDENT ATHLETIC ASSOCIATION

REPAIR DEPARTMENT NOTES

Walter Feid, who left last week for the South to go in training with the New Haven Club of the Eastern League, was presented, before leaving, with a purse of money by his shop-mates, and was sent off with their heartiest wishes for a most successful season.

Rita Lantigne is certainly a good patron of the Skating Rink. She says she likes the music, but we think that the attendants are an attraction.

Mildred Schwing is much pleased over the Spring weather, she has already got out her golf clubs, and expects to cop a good many prizes this Summer.

Geraldine Farrar has a coming rival in the Repair Dept. in the person of Emily Weilding who has started on a contract with the Grey Gull Co.

Bertha Schmidt and Frances Mathews: Why walk in the same direction noon-times. Daily attractions?

Florence Austin is suspected of Trousseaning.



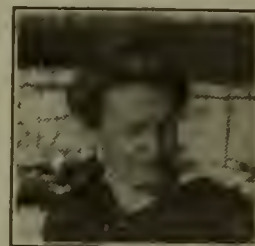
WHITING CHAIN CO. NOTES

Mr. John Kilton of the Chain Co., reports business very good and prospects for future trade of the best. He states that they are about to send out a wonderful new line of fancy chains and novelties.

Mr. Ed. Coombs attended the Auto Show in Boston.

Bill Paginton, John Killion and the Blaine Brothers have formed a Beef Steak Club at the Restaurant.

Mr. Elsesser formerly manager of the Chain Co., who is now in Germany has written Mr. Whiting to the effect that business is very bad there, but that he is about to start the manufacture of pencils. He is much interested in the Chain Co., and would like to read more of his one time fellow workers in the Wadco. We will do our best to gratify his wish.



Miss Ella Yuell has been in the employ of the Company 15 years. She was working on bags when the method was to solder one ring at a time. How many would want to go back to that way of making mesh bags. Are not you glad for the improvements that have taken place whereby it is done in the furnace. It seems as though we would have little patience with the old method. Miss Yuell fills a very responsible position in Dept. A.

Howard: "Did you say Berkley plays the piano?"

Charles: "Play! say, Berkley is the man who keeps the rents on South St., down to sea level."

Fred Sweeting, tool maker, has been confined to his garage most of his leisure hours during the last two months suffering with his Ford.

Frank Brown, popular bench hand, was much in evidence in the recent election of Town Officers of North Attleboro.

Many from the Factory attended the Auto Show, among them some of the Managers who called to see the Berkley Blow-Out Patch demonstrated.